

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2781

ANSWERED ON:01.08.2002

TRP RATINGS OF SPORTS CHANNEL OF DOORDARSHAN

SUBODH MOHITE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the sports channel of Doordarshan has black future and its TRP ratings are lowering day by day;
- (b) if so, the reasons therefor;
- (c) the details of advertising revenue generated by sports channel since its inception every year; and
- (d) the measures to be adopted by sports channel to compete from other sports channel?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): No Sir. Prasar Bharati has informed that ratings of all the channels including DD Sports channel are dynamic and vary from time to time, depending upon the programmes telecast.

(b): Does not arise.

(c): Prasar Bharati has intimated that the advertisement revenue from the Sports Channel, during the last three years is as under:

1999-2000	Rs. 89.68 crores
2000-2001	Rs. 71.99 crores
2001-2002	Rs. 69.83 crores

(d): Prasar Bharati has intimated that it is the constant endeavour of Doordarshan to acquire telecast rights of sports events with high viewer interest and improve the content and presentation of DD-Sports channel.